

Message Text

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PAGE 01 ATHENS 01847 011100Z
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UNCLAS ATHENS 1847

E.O. 11652: N/A
TAGS: BEXP, GR
SUBJECT: VSMF QUARTERLY EVALUATION

REF: (A) 76 ATHENS 12451, (B) OM DATED SEPT 29, 1976,
(C) 75 USDOC 19594

1. SUMMARY: THE VSMF UNIT HAS BEEN IN PLACE AND OPERATIONAL IN THE COMMERCIAL REFERENCE ROOM OF THE EMBASSY FOR THE LAST THREE MONTHS. AN ORGANIZED PROMOTIONAL CAMPAIGN HAS BEEN STARTED TO INTRODUCE THE SYSTEM TO THE LOCAL BUSINESS COMMUNITY AND ENCOURAGE ITS USE. A SECOND ORIENTATION AND TRAINING SESSION FOR EMBASSY LOCAL EMPLOYEES WAS HELD IN JANUARY AND THE SYSTEM IS NOW GETTING DAILY USE

2. STATISTICAL: THE SYSTEM HAS BEEN USED BY ABOUT FORTY DOCUMENTED VISITORS IN RECENT WEEKS. ALL OF THESE VISITORS WERE SERIOUS

BUSINESSMEN WHO, AT THE INVITATION OF THE EMBASSY OR AT THEIR OWN INITIATIVE, CAME TO USE THE SYSTEM FOR A SPECIFIC PURPOSE. ONLY FOUR OF THESE VSMF VISITORS DID NOT FIND THE SPECIFIC INFORMATION THEY WERE LOOKING FOR OR INTERESTED IN. THE OTHER VISITORS FOUND THAT THEY WERE LOOKING FOR AND REPORTED, COLLECTIVELY, OVER FORTY POTENTIAL TRADE CONTACTS (I.E. VISITORS NOTED NAMES OF OVER FORTY US FIRMS WHICH THEY WOULD SUBSEQUENTLY CONTACT ABOUT THEIR
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PRODUCTS)

3. PROMOTIONAL: A LETTER OF INVITATION WITH VSMF INFORMATION HAS BEEN SENT TO THE 100 LARGEST GREEK FIRMS. SPECIFIC APPOINTMENTS FOR THE USE OF THE VSMF SYSTEM HAVE BEEN MADE DURING FOLLOW-UP TELEPHONE CALLS TO THESE FIRMS. THE SYSTEM CONTINUES TO BE PROMOTED THROUGH PHOTOS AND TEXTS PUBLISHED IN THE MONTHLY

TRADE BULLETIN OF THE AMERICAN HELLENIC CHAMBER OF COMMERCE AND THE MIDDLE EAST AMERICAN COMMERCIAL NEWSLETTER. FULL INFORMATION ON THE SYSTEM HAS BEEN MADE AVAILABLE TO THE GREEK MINISTRY OF COMMERCE WHICH HAS FORWARDED IT TO ALL MAJOR GREEK CHAMBERS OF COMMERCE AND INDUSTRY. THE EMBASSY ALSO PLANS TO DEMONSTRATE THE VSMF UNIT AT THE "RAW MATERIALS FOR THE CHEMICAL INDUSTRIES" SHOW WHICH WILL TAKE PLACE ON THE PREMISES OF THE BUSINESS COMMUNICATION AND DEVELOPMENT CENTER IN AMAROUSSION, ATHENS, FROM MARCH 28 - APRIL 3, 1977

4. LOGISTICAL: THE MACHINE IS NOW INSTALLED IN A SPECIALLY REMODELED CENTRAL SECTION OF THE EMBASSY COMMERCIAL REFERENCE ROOM THUS ENHANCING THE VISUAL IMPACT OF THE SYSTEM. OUR PARTS PROBLEMS HAVE BEEN SOLVED FOR THE TIME BEING AND THE SYSTEM IS FUNCTIONING PROPERLY

5. EVALUATION: AS VISITOR TRAFFIC FOR VSMF USE INCREASES AND OUR PROMOTION CAMPAIGN BEGINS TO SEE RESULTS, OUR ENTHUSIASM FOR THE VSMF SYSTEM AS A COMMERCIAL PROMOTIONAL TOOL FOR THE EMBASSY IS GROWING. VISITORS' REACTIONS ARE ALMOST INVARIABLY FAVORABLE AND OUR LOCAL STAFF HAS BECOME MORE PROFICIENT IN THE USE OF THIS SYSTEM. AT THE MOMENT WE HAVE NO PROBLEMS WITH THE SYSTEM AND OUR EVALUATION CAN BE TERMED AS INCREASINGLY POSITIVE.
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Disposition Approved on Date:
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